

*R. J. Reynolds Tobacco Company*  
*New Jersey Chain Accounts*

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October 24, 1997

To: Sue Sirianni  
John Klein  
Kevin Brandt  
All Retail Representatives Responsible For Quick Chek Food Stores

**RE: Quick Chek Food Stores (0919-00-00)**

Attached are copies of updated counter planograms for all setups in Quick Chek Food Store Locations. These planograms are for the following setups:

Island Checkouts (U shaped)

Straight Line Setups

Non Self-Service Stores

- In stores with Island and Straight Line setups our APD should be placed in a wrap configuration at Register # 2.
- In NSS stores, the APD should be placed with non self-service security covers at Register #2.

Please ensure that all Retail Reps use these planograms to address display location problems.

In no instances should either Lorillard or BAT be placed at Register # 2. If you have any stores where either Lorillard or BAT has taken the register # 2 position communicate this to my office immediately.

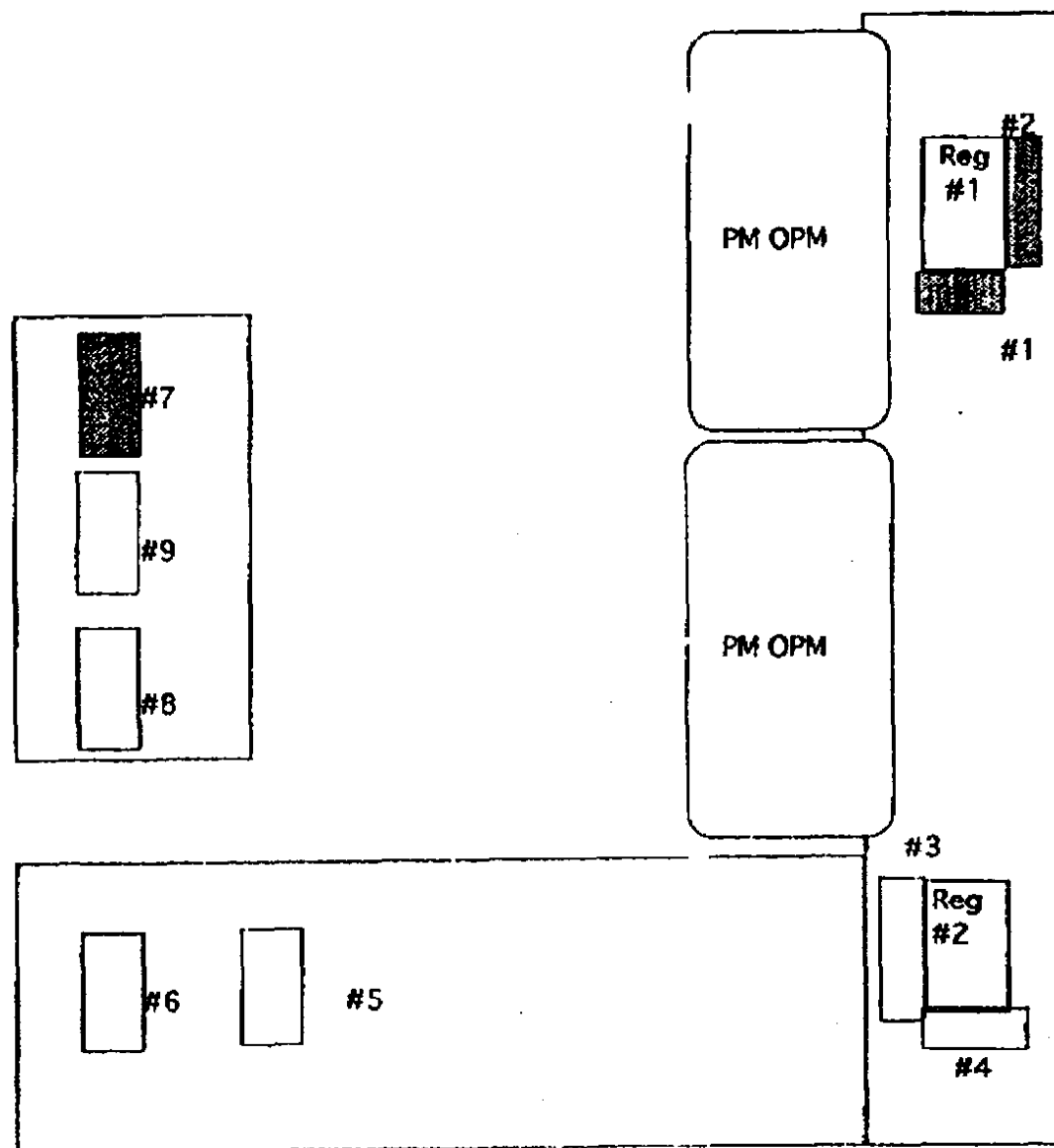
Thank you for your help.

Best Regards,

*Nick Kuruc*

51847 1519

QC POG for straight Line Checkouts Non Exclusive  
POG#4



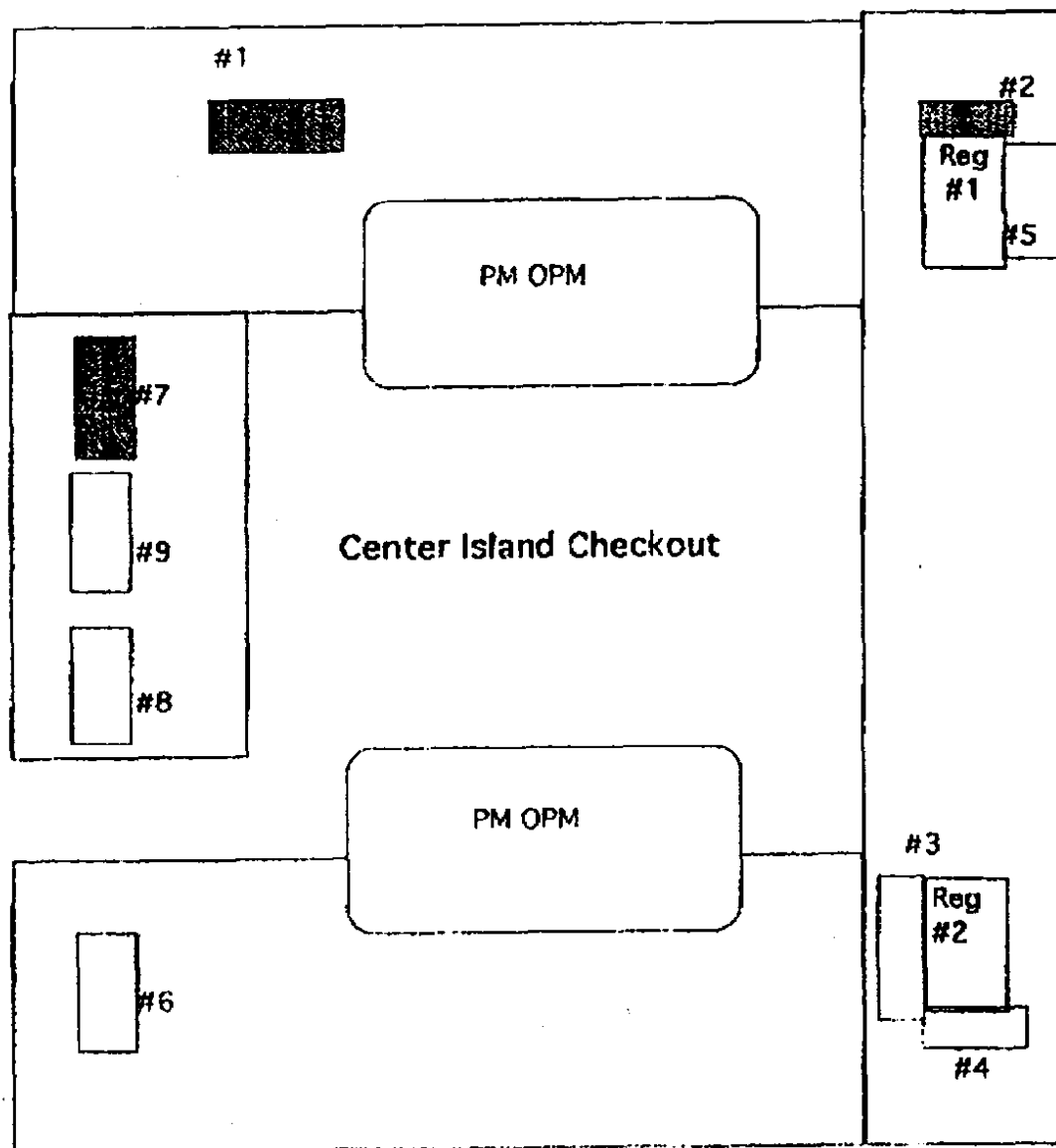
PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 19W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc Only	2 Shelves 4 W	8

Signage:  
Marlboro clock w Lit Sign  
RJR lit Sign

	Total	153
Marl	PM Total	81
Ctn	PM %	53%
Ext	Total	25
	PM Total	15
	PM %	60%

51847 1520

QC POG for Island Checkouts  
Non Exclusive Stores  
POG#2



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 9W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 8W Prem Only	2 Shelves 4W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc	2 Shelves 4W	8

Signage:

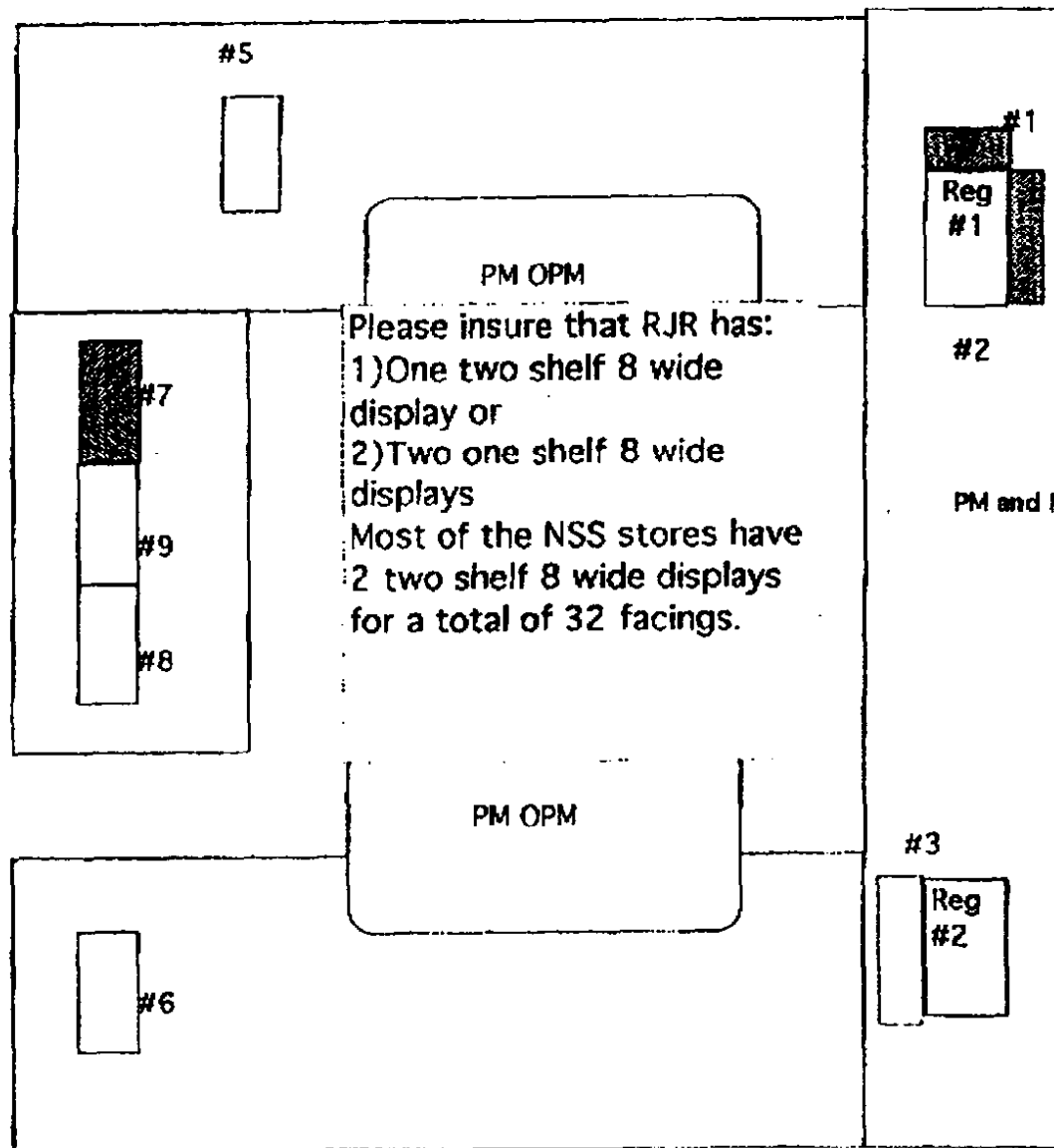
Marlboro clock w Lit Sign  
RJR lit Sign

Marl Ctn Fxt

Total	153
PM Total	81
PM %	53%
Total	25
PM Total	15
PM %	60%

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QC POG  
NON Self Service Stores  
NON Exclusive POG #6



PCDS	Shelves	Facings
#1 Marlboro	Lock Box	15
#2 PM Premium	Lock Box	15
#3 RJR	2 Shelf 8 W	16
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 shelf 8 wide	24
#8 Cour./Doral NSS	4 shelf 8 wide	24
#9 BW Disc Only	2 Shelves 4 W	8

ALL Displays have to be NSS

PM and RJR Displays must be placed first if NSS space is restricted.

Signage:

Marlboro Clock w Lit Sign

RJR Lit Sign

	Total	126
Marl Ctn Fxt	PM Total	54
	PM %	43%

Marl Ctn Fxt	Total	25
	PM Total	15
	PM %	60%

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